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January 11, 2005

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Ex Parte Communication. MB Docket No. 03-15.

Dear Ms. Dortch:

Pursuant to Section 1.1206(b)(2) of the Commission's Rules, this is to notify you that on January 6, 2005, Richard K. Templeton, President and CEO of Texas Instruments ("TI"), Trisha Cunningham, Director, Worldwide Communications of TI and Robert S. Koppel, Director, Government Relations, Telecommunications Policy of TI met with Commissioner Kathleen Abernathy and Matt Brill, Commissioner Abernathy's Senior Legal Advisor.

During the meeting, TI urged the FCC to act this year to establish a firm deadline for clearing the 700 MHz spectrum of analog TV services. TI emphasized that the 700 MHz spectrum currently used by analog broadcasters is extremely valuable for public safety services and for broadband wireless services. TI further emphasized that establishing (and publicizing) a firm deadline would accelerate the adoption of digital TVs in the United States. TI also noted that it estimates that the retail cost of set-top digital-to-analog converter boxes would be \$30 - \$40 by year end 2006 – if a firm deadline is established this year (thereby giving manufacturers a compelling incentive to produce a high volume of such boxes).

Pursuant to the Commission's Rules, one copy of this notice is being filed electronically with the Commission.

Sincerely,

Robert S. Koppel
Director, Government Relations
Telecommunications Policy
1455 Pennsylvania Avenue, NW
Washington, DC 20004

Cc: Matt Brill